AUDIBLE GASP
PRODUCTIONS

ONLINE OBJECTIVE

To enhance **Reolink'**s video presence online, **Audible Gasp** will focus on professional production quality, emphasize key features, and highlight user experiences to create a sense of reliability and trust, making it visually comparable to major brands in the home security market - Ring, Arlo, SimpliSafe et al.

Capitalizing on competitors' marketing strategies and 8-figure media spends, leveraging platforms like Amazon at the point of purchase can help Reolink stand out and capture an increasing share of the market. Highlighting Reolink's unique brand identity, such as innovative features, affordability, and reliability, can attract (poach) these new consumers brought to the home security category by these big, broad market spends by competitors. **Reolink** has the product range and technology to compete and win market share as long as the (especially US) consumer can trust the brand with a significant buying decision.

INLINE STRATEGY

Implementing an inline campaign that incorporates the logos and visuals of retailers in **Reolink'**s product videos is a strategic approach. This can create a visual association with reputable retailers, instilling a sense of trust and reliability for consumers. **Audible Gasp** will ensure that the recut product videos maintain consistency with **Reolink**'s online campaigns while emphasizing the partnership with these retailers to enhance brand perception.

Incorporating retailers' names in voiceovers and visually in the edits will strengthen the connection between **Reolink** and these retailers. This personalized approach not only attracts the attention of the retailers but also provides them with content that can be potentially utilized in-store and on their websites, fostering a mutually beneficial partnership. Ads can be tailored to their product line, identifying and emphasizing unique features/colors/packaging.

INSTALLATION VIDEOS

Maintaining installation videos on the Reolink website is a strategic decision, as it not only enhances user engagement but also drives traffic to the site. This approach utilizes the website as a comprehensive resource, keeping the selling proposition at the point of sale on platforms like Amazon, where the focus is on product features and benefits, making a compelling case at the time of purchase.